



A STUDY ON BRAND LOYALTY OF TOOTH PASTE AMONG CONSUMERS IN NORTH COIMBATORE

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ABSTRACT

Various studies have been carried out to understand what constitutes loyalty towards a brand. Early researchers focused on repurchase behavior as a measure of loyalty towards a brand. This singular focus on repeat buying as the only indicator of customer loyalty towards a brand meant that it was assumed that big brands in terms of market share were the ones that had the most brand loyal customers. This created the "Double Jeopardy" phenomenon for smaller brands, i.e. not only do they have fewer users but their users buy/use them less frequently. Alternative approaches of looking at brand loyalty have been suggested in recent times. These studies have pointed out that repurchase behavior may be more of a result of the constraints facing the customers like the brand being the only one available at the store near their home, rather than because of a conscious effort on their part to stick with one particular brand. Thus researchers in recent times have focused on analyzing and comprehending another dimension of brand loyalty, viz. Attitudinal Loyalty (referred to as Mental Loyalty in certain studies). This loyalty construct instead of focusing on whether or not a consumer repurchases a product looks at the consumer's perception of the brand. Now stress is laid on going beyond just achieving behavioral loyalty but establishing attitudinal loyalty to ensure a long-term relationship with the customer.

Key Words: Brand loyalty, FMCG products , customers

INTRODUCTION:

For decades now building brand loyalty has been propounded as the panacea for all organizations to combat the increasing competition in the market place. But from early 1970s a debate has been going on these lines when Driver (1996)¹ argued that loyalty involved more than a behavioural measure of repurchase. In recent times, researchers like Dick and Basu (1994)² have also questioned this assumption by pointing out that this approach confuses the "number of a brand's devotees with the degree of their devotion to it". This approach only leads to the conclusion that the big brands will continue to remain big with no hope for smaller brands to ever capture greater market shares.

CUSTOMER LOYALTY AND CUSTOMER SATISFACTION:

The link between customer satisfaction and customer loyalty has also been established. Completely satisfied customers are strongly loyal customers (Jones and Sasser 1995). They argue that even in markets with little competition, providing with outstanding value is the only reliable way to achieve sustained customer satisfaction and loyalty. They also recommend different satisfaction levels reflect different issues and thus require different actions. Studies have also been carried out to identify intergenerational influence for products and brands to measure the extent of transfer of brand equity and brand loyalty from one generation to another (East, et al., 1995, Feltham. 1998, Lin et al., 2000).

Intergenerational impacts are at work across a spectrum of consumer behaviour, intergenerational impacts can be measured at different stages of the consumer decision process, intergenerational influences exist within a tumultuous, differentiated market place and not all brands within a product category are equally likely to benefit from intergenerational influences.

This rethink has led to suggestions that there is need for 'smarter' loyalty building programs (Yim and Kannan, 1999). Company's loyalty strategy should differentiate between customers who are likely to be more brand loyal than those who are not, based on the fit between their needs and attitudes and the company's offerings. The focus should be on building long term relationship with the former while the company should look to milk the latter till they stick with the brand.

The FMCG sector represents consumer goods required for daily or frequent use. The main segments of this sector are personal care (Oral Care, Hair Care, Soaps, Cosmetics, Toiletries), household care (fabric wash and household cleaners), branded and packaged food, beverages (health beverages, soft drinks, staples, cereals, dairy products, chocolates, bakery products) and tobacco.

REVIEW OF LITERATURE:

Bloemer and Kasper (1995) stated that brand loyalty implies a deep-seated commitment to brands and there is a sharp distinction between repeat purchases and actual brand loyalty. They asserted that a repeat purchase behavior is the actual re-buying of a brand whereas loyalty includes antecedents or a reason or fact occurring before the behavior. Fred and Paul (2000) found that the power distance is the willingness to accept that those power are entitled to it and those without power ought to accept the way things are and just go along. This is an Asian Cultural Tendency. Big Market share brands are the Kings of their brand world and consumer from cultures with high power distance tend to believe in them implicitly. Kurt et al., (2008)³ found that the customers' risk aversion is significantly related to the two forms of loyalty. When brand affect and brand trust are introduced into the model, the previously highly significant relationship between domain-specific risk aversion and attitudinal loyalty becomes insignificant and the risk aversion repurchase relationship becomes much weaker, while risk aversion strongly influences brand trust and brand affect. Malcom Wright (2002)⁴ showed that the retail payment instruments have a significant positive impact on the purchase loyalty on FMCG goods. The use of payment methods by shoppers is very stable across different retail categories, suggesting that retail payment methods are a mass market, rather than one that is segmented by retail category. Allen et al., (2011) identified that customers' loyalty to retail brand(s) has greater influence on their purchase behaviour than manufacturers brand(s). They also revealed that attitude towards store brands directly influences one's propensity to switch to retail brands, and moderates relationships between loyalty to manufacturer/retail brands and one's propensity to switch to retail brand(s).

Indian FMCG Sector

The Indian FMCG sector is an important contributor to the country's Gross Domestic Product. It is the fourth longest sector in the economy and is responsible for five per cent of the total factory employment in

India. The industries creates an employment for 3 million people in down stream activities, much of which is disbursed in small towns and rural India. The low-middle income group accounts for over 60 per cent of the sectors sales. Rural markets account for 56 per cent of the total domestic FMCG demand. Many of the global FMCG majors been present in India for many decades. But in the last ten years, many of the smaller Indian FMCG companies have gained in scale.

RESEARCH METHODOLOGY

Types of Research	Exploratory
Type of Data	Primary and Secondary
Data Collected Method	Structured Questionnaire
Sample Size	500
Area of Study	North Coimbatore
Data Analysis Technique	Quantitative

HYPOTHESIS: There is no significant relationship between the Product used by the customers, customer's loyalty to a particular brand, and Decision Making level and to investigate the relationship between the selected demographic variables (age, Gender, educational qualification, Family Income etc.) with the Brand loyalty of products.

NEED FOR THE STUDY: Brand Personality is one such important construct that a marketer can use to develop that crucial link with the customer. If a marketer can make the brand appeal as a person, someone that the customer identifies with and is attracted to then there be a greater likelihood of the customer being loyal to the brand than by any tangible inducement based programs. This study will attempt to understand how a marketer can use the Brand Personality construct to build sustainable loyalty towards his brand. For this the following relatively unexplored area will be studied.

- How can demographic profile build to use to leverage the personality of a brand to inculcate loyalty?

OBJECTIVE OF THE STUDY:

To assess the brand loyalty among the selected respondent on tooth paste based on the personal profile namely Age, Gender, education, Occupation, Income, Size of the Family.

CONCEPTUAL FRAME WORK: Even if, it does not identify by whom or why a particular brand is used, aspects like Demographic information recognize potential for sales and consumption of product. This in sequence is relatively accessible and cost- effective to gather. Additionally, demographic variables expose trends applicable to marketers such as shifts in age and income distributions, etc. they can help establish consumer profiles that may present attractive market opportunities. Therefore, marketers use demographic information in growing stages for developing marketing strategies and branding programs. As well, demographic data do not judge the psychological or the social factor influencing consumers. They do not clarify the decision procedure, which the consumers undergo while making a purchase. Demographics are descriptive in nature. Prominently, demographic do not investigate in to the reasons as to why consumers make a particular decision. Still, the significance and implication of demographic variables in marketing are understandable.

LIMITATION OF THE STUDY: Collection of data was the most difficult part of the research since the customers are spread right through North Coimbatore city and the response rate was very low. The study does not cover all the factors which affect branded product approach. The study deals with only North Coimbatore city and so the findings of the study may not have macro level significance. Both Quantitative and Qualitative includes phenomenon which cannot be very accurately quantified or measured in branded products. Because it was not possible to administer to all customers of brand loyalty in India, the survey is limited to certain area.

DATA ANALYSIS:**1. Chi-Square Test between Respondent Age and Brand used-Tooth paste.**

		Brand used-Tooth paste												TOTAL	
		Colgate		Pepsodent		Close-up		Dabur		Babool		Others		No.	%
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
Age group	21-30	53	33.3	70	44.0	14	8.8	4	2.5	11	6.9	7	4.4	159	100.0

(in years)	31-40	88	39.3	2	.9	56	25.0	35	15.6	18	8.0	25	11.2	224	100.0
	41-50	23	23.5	1	1.0	12	12.2	42	42.9	10	10.2	10	10.2	98	100.0
	above 50	16	84.2							2	10.5	1	5.3	19	100.0
TOTAL		180	36.0	73	14.6	82	16.4	81	16.2	41	8.2	43	8.6	500	100.0

DISTRIBUTION OF BRAND USED IN TOOTH PASTE BY AGE:

Among the age group of 21-30 Years, Majority of them use pepsodent (44.0%). Followed by another group, 33.3% use Colgate in this Age group of 31-40 Years 39.3% use Colgate and 25% Use close-up. Among 41 – 50 Years, 42.9% use Dabur and the Age group a 50 Years and above use Majority of them (84.2% use colgate). In order to find, whether the brand use is related to age, the following hypothesis was framed and tested.

HYPOTHESIS:

Chi-Square Test

	Value	df	Sig.
Chi-Square	246.567	15	**

There is no significant relationship between a Age and Brand used:

Result: Chi square test applied to find whether there is significant relationship between age and brand used. The Calculated valued of chi square 246.567 which is greater than the table value of 30.578 at 1% level of significant .Hence the hypothesis is accepted. The calculated value is greater than the table value. Accepted the framed hypothesis, the alternative hypothesis is rejected.

2. Chi-Square Test between Respondent Gender and Brand used-Tooth paste.

		Brand used-Tooth paste												TOTAL	
		Colgate		Pepsodent		Close-up		Dabur		Babool		Others		No.	%
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
Gender	Male	127	46.7	2	.7	57	21.0	37	13.6	22	8.1	27	9.9	272	100.0
	Female	53	23.2	71	31.1	25	11.0	44	19.3	19	8.3	16	7.0	228	100.0
TOTAL		180	36.0	73	14.6	82	16.4	81	16.2	41	8.2	43	8.6	500	100.0

DISTRIBUTION OF BRAND USED IN TOOTH PASTE BY GENDER:

Mean score were found out for the male and female respondent. The table shows that the mean satisfaction score for male and female respondent are 25.92 and 25.88 respectively. In order to find whether the mean satisfaction score's differs significantly between male and female respondent, the following hypothesis was tested and framed.

HYPOTHESIS:

Chi-Square Test

	Value	df	Sig.
Chi-Square	108.738	5	**

There is no significant relationship between a Gender and Brand used in Tooth Paste

Result: Chi square test applied to find whether there is significant relationship between Gender and brand used. The Calculated value of chi square 108.738 which is greater than the enable value of 15.086 at 1% level of significant. Hence the hypothesis is accepted. The calculated value is greater than the table value. Accepted the framed hypothesis, the alternative hypothesis is rejected.

3. Chi-Square Test between Respondent Educational Qualification and Brand used-Tooth paste.

		Brand used-Tooth paste/powder											TOTAL		
		Colgate		Pepsodent		Close-up		Dabur		Babool		Others		No.	%
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
Educational Qualification	Diploma Holders	2	2.7	1	1.4	11	15.1	42	57.5	8	11.0	9	12.3	73	100.0
	Graduate	136	64.2	2	.9	15	7.1	11	5.2	22	10.4	26	12.3	212	100.0
	Post graduate	3	2.2	70	50.4	47	33.8	5	3.6	8	5.8	6	4.3	139	100.0
	Others	39	51.3			9	11.8	23	30.3	3	3.9	2	2.6	76	100.0
TOTAL		180	36.0	73	14.6	82	16.4	81	16.2	41	8.2	43	8.6	500	100.0

DISTRIBUTION OF BRAND USED- TOOTH POWDER BY EDUCATION QUALIFICATION:

Among the Education qualification group of the graduates has move awareness on the brand they use, Majority of the graduates use Colgate (64.20%). Followed by other brands. The education qualification of

diploma holder the brand Dabur (57.5%), The education qualification of post graduates majority use the brand pepsodent(50.4%).

HYPOTHESIS:

Chi-Square Test

	Value	df	Sig.
Chi-Square	285.838	10	**

There is no significant relationship between Education Qualification and Brand used in Tooth Paste.

Result: Chi square test applied to find whether there is significant relationship between Gender and brand used. The Calculated valued of chi square 285.838 which is greater than the table value of 30.578 at 1% level of significant .Hence the hypothesis is accepted. The calculated value is greater than the table value. Accepted the framed hypothesis, the alternative hypothesis is rejected.

4.CHI-SQUARE TEST BETWEEN RESPONDENT OCCUPATION STATUS AND BRAND USED IN TOOTH PASTE

		Brand used-Tooth paste/powder												TOTAL	
		Colgate		Pepsodent		Close-up		Dabur		Babool		Others		No.	%
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
Occupational Status	Student	1	9.1	5	45.5	1	9.1	2	18.2			2	18.2	11	100.0
	Employed	63	35.4	2	1.1	18	10.1	68	38.2	15	8.4	12	6.7	178	100.0
	Businessman	51	82.3	1	1.6	2	3.2			7	11.3	1	1.6	62	100.0
	Professional	41	30.4	65	48.1	18	13.3			7	5.2	4	3.0	135	100.0
	Others	24	21.1			43	37.7	11	9.6	12	10.5	24	21.1	114	100.0
TOTAL		180	36.0	73	14.6	82	16.4	81	16.2	41	8.2	43	8.6	500	100.0

DISTRIBUTION OF BRAND USED IN TOOTH PASTE BY OCCUPATION STATUS:

Business class people have more brand loyalty on and the brand Colgate Tooth paste (82.3%) where as employed respondent more aware above dabur tooth paste (38.2%) where has followed by other class people are aware of close-up (37.7%).

HYPOTHESIS:

Chi-Square Test

	Value	df	Sig.
Chi-Square	371.103	20	**

There is no significant relationship between a occupation status And Brand used in Tooth Paste

Result: Chi square test applied to find whether there is significant relationship between occupation status and brand used in tooth paste. The Calculated valued of chi square 371.103 which is greater than the table value of 37.566 at 1% level of significant .Hence the hypothesis is accepted. The calculated value is greater than the table value. Accepted the framed hypothesis, the alternative hypothesis is rejected.

5. CHI-SQUARE TEST BETWEEN RESPONDENT MONTHLY INCOME OF FAMILY US AND BRAND USED IN TOOTH PASTE

		Brand used-Tooth paste/powder												TOTAL	
		Colgate		Pepsodent		Close-up		Dabur		Babool		Others		No.	%
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
Monthly income of family	Rs 5001-Rs 10000	7	38.9	4	22.2	2	11.1	2	11.1	1	5.6	2	11.1	18	100.0
	Rs 10001-Rs 15000	2	2.0	1	1.0	14	14.1	64	64.6	8	8.1	10	10.1	99	100.0
	Rs.15001-Rs 25000	108	50.0			45	20.8	13	6.0	24	11.1	26	12.0	216	100.0
	Above Rs 25001	63	37.7	68	40.7	21	12.6	2	1.2	8	4.8	5	3.0	167	100.0
TOTAL		180	36.0	73	14.6	82	16.4	81	16.2	41	8.2	43	8.6	500	100.0

DISTRIBUTION OF BRAND USED IN TOOTH PASTE BY MONTHLY INCOME OF FAMILY:

Those who have monthly income in family 15,001 - 25,000 or more aware about the brand they use in Colgate tooth paste (50.0%) where has the salaried 10,001-15,000 or more aware about the brand they use in Dabur (64.6%) and the salaried above 25,001 or more conscious above the tooth paste the use in Colgate (37.7%).

HYPOTHESIS:

Chi-Square Test

	Value	df	Sig.
Chi-Square	366.150	15	**

There is no significant relationship between monthly incomes of family And Brand used in Tooth Paste

Result: Chi square test applied to find whether there is significant relationship between monthly income of family and brand used in tooth paste. The Calculated valued of chi square 366.150 which is greater than the table value of 30.578at 1% level of significant .Hence the hypothesis is accepted.

The calculated value is greater than the table value. Accepted the framed hypothesis, the alternative hypothesis is rejected.

6. CHI-SQUARE TEST BETWEEN RESPONDENT SIZE OF THE FAMILY US AND BRAND USED IN TOOTH PASTE

		Brand used-Tooth paste/powder												TOTAL	
		Colgate		Pepsodent		Close-up		Dabur		Babool		Others		No.	%
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
Size of the family	3 or less members	2	6.7			3	10.0	24	80.0			1	3.3	30	100.0
	4-6 members	89	24.5	73	20.1	73	20.1	57	15.7	31	8.5	40	11.0	363	100.0
	Above 6 members	89	83.2			6	5.6			10	9.3	2	1.9	107	100.0
TOTAL		180	36.0	73	14.6	82	16.4	81	16.2	41	8.2	43	8.6	500	100.0

DISTRIBUTION OF BRAND USED IN TOOTH PASTE BY SIZE OF THE FAMILY:

The family size above 6 members are more particular on they brand use tooth paste ie.. that is colgate (83.2%). The family size of 3 and less members are particular above their tooth paste brand they use has Dabur (80.0%). The family size 4 – 6 members or more consantract on same bran of the tooth paste colgate (24.5%).

HYPOTHESIS:

Chi-Square Test			
	Value	df	Sig.
Chi-Square	230.089	10	**

There is no significant relationship between monthly family size of family and Brand used in Tooth Paste

Result: Chi square test applied to find whether there is significant relationship between size of family and brand used in tooth paste. The Calculated valued of chi square 230.089. which is greater than the table value of 23.209 at 1% level of significant .Hence the hypothesis is accepted. The calculated value is greater than the table value. Accepted the framed hypothesis, the alternative hypothesis is rejected.

FINDINGS:

The graduates are more aware on the brand loyalty on the tooth paste the use the employees are more conscious on the brand they use and they are loyal too. Those who have monthly income from 15,001 to 25,000 are more particular about the brand they use in Colgate as their tooth paste (50.0%). The family size of 6 and above members are more dominantly aware on the tooth paste they use Colgate – tooth paste (83.2%). The bigger families are more concern about the brand they use in branded tooth paste.

SUGGESTION AND CONCLUSION:

We are all aware that brand's are dominating the products that we daily use. From the study, it's been clearly pictured that students and the business class groups are attracted to wards the brands used in tooth paste. Whereas the employed and professional group are yet to learn about the branded products in tooth paste. Advertisement and creating awareness on the branded products is necessary for this group. Above the family members of 6, the tooth paste brand Colgate and in less than 3 numbers of family have higher awareness in Babool. Marketing Strategies in developing the Brand loyalty of Tooth paste should be concentrated more. Thus, the Brand loyalty will flourish in all products and have prominent growth.

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